

Message Text

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AMEMBASSY BUDAPEST
AMEMBASSY PRAGUE
AMEMBASSY VIENNA
AMEMBASSY WARSAW
AMCONSUL KRAKOW
AMCONSUL LENINGRAD
AMCONSUL POZNAN

UNCLAS SECTION 1 OF 2 MOSCOW 0344

USDOC FOR BEWT/TPD/THOMPSON, ROBB

VIENNA FOR VONTILLIUS

WARSAW FOR BERTZBERG

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: PROPOSED FY 78 TRADE PROMOTION EVENT SCHEDULE

REF: (A) STATE 301616; (B) MOSCOW 18180 (NOTAL), (C) USDOC 15946
(NOTAL), (D) STATE 272274, (MOSCOW ONLY)

1. EMBASSY COMMENTS AND RECOMMENDATIONS ON PROPOSED TRADE PROMOTION SCHEDULE FOR FY'78 CONTAINED REFTEL (A) ARE SUBMITTED HEREWITH. FOR MOST PART, RECOMMENDATIONS ARE FIRM FOR FIRST UNCLASSIFIED

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QUARTER FY'78 AND FOR STANKI 11 AND AGRICULTURAL MACHINERY SHOW. AND ONLY SLIGHTLY LESS SO FOR REMAINDER OF FISCAL YEAR. OUR RESPONSE IS KEYED TO PARA. 3 REFTEL (A), UNLESS OTHERWISE INDICATED. PLEASE NOTE THAT TERM TSS (TECHNICAL SALES SEMINAR) AS USED HEREIN DENOTES SEMINAR/MINI-EXHIBITS (S/ME) WHICH ARE STAGED IN USSR IN ADDITION TO USCO MOSCOW.

2. FOLLOWING RECOMMENDATIONS ARE BASED ON SEVERAL IMPORTANT FACTORS: A) IT IS ESSENTIAL TO OBTAIN SUPPORT FOR ANY SEMINAR/ MINI-EXHIBIT (S/ME) FROM ONE PRIMARY SPONSORING ORGANIZATION

BEFORE PROCEEDING. OUR RECOMMENDATIONS THEREFORE ARE CONDITIONED
ON ASSUMPTION SUCH SUPPORT WILL BE FORTHCOMING WHEN WE SEEK IT;
B) SPECIFIC PRODUCT CATEGORY RECOMMENDATIONS WITHIN EACH THEME WILL B
E
DEVELOPED AND SUBMITTED AS SOON AS POSSIBLE, DEPENDING UPON THE
PARTICULAR SOVIET MINISTRY INVOLVED; C) SCHEDULING OF FURTHER
BDO'S AND TSS'S WITHIN USSR WILL DEPEND TO A LARGE EXTENT ON SUC-
CESS OF TASHKENT BDO AND CONTAINERIZATION S/ME
(TSS IN LENINGRAD). OUR LISTING OF THESE EVENTS SHOULD BE TAKEN
AS TENTATIVE; D) TSS'S WITHIN USSR SHOULD BE LIMITED TO ONE ADDI-
TIONAL LOCATION IN ADDITION TO MOSCOW. LOGISTICAL PROBLEMS IN
AREAS WHERE WE DO NOT HAVE SUPPORT FROM CONSULATES WILL MAKE IT
EXTREMELY DIFFICULT FOR ORGANIZATION AND PLANNING, ESPECIALLY
SINCE MOST AIR CONNECTIONS BETWEEN MINOR SOVIET CITIES ARE COM-
PLICATED BY NEED TO ROUTE PASSENGERS AND FREIGHT BACK THROUGH
MOSCOW ENTAILING INORDINATE AMOUNTS OF TRAVEL TIME; E) USSR
CHAMBER SCHEDULE OF 1978 SPECIALIZED EXHIBITS WILL NOT BE OUT UNTIL
MARCH/APRIL, AND THIS MAY ALTER PROPOSED SCHEDULING OF TRADE
EVENTS DISCUSSED BELOW.

3. IN RESPONSE TO SPECIFIC REQUESTS REFTTEL (A), PARA 3-3 (I-VI),
FOLLOWING IS OUR PROPOSED TRADE EVENT SCHEDULE WITH COMMENTARY:

--(1) TENTATIVE TIME FRAMES AND SUGGESTED ALTERNATIVES

A) OCT 17-21, 1977 GARMENT MFG. S/ME
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B) NOV 14-18, 1977 AUTOMATION OF ALUMINA PRODUCTION S/ME

C) DEC 12-16, 1977 PRINTING AND GRAPHIC ARTS S/ME

D) JAN 16-27, 1978 LOGGING EQUIP. TSS

E) FEB 20-24, 1978 SURGICAL/...3\$8:-) 31780. S/ME

F) MAR 20-24, 1978 AIR POLLUTION S/ME
BDO

G) APR 17-21, 1978 S/ME (THEME TO BE DETERMINED IN COOPERATION
WITH MIN. LAND RECLAMATION AND WATER
RESOURCES) STANKI 11

H) MAY 15-26, 1978 GEO/MINERAL PROSPECTING S/ME OR TSS

I) JUNE 12-22, 1978 FOOD PROCESSING SOLO EXHIBIT-
KIEV

J) SEPT 25-29, 1978 ARTIC OIL AND GAS EXTRACTION EQUIP S/ME
AGRICULTURAL MACHINERY EQUIP. AND INSTRUMENTS
INT'L EXHIBITION IN MOSCOW

--(11,111,IV) SUPPORTING ARGUMENTS, PRODUCTS AND END-USER LISTS, ETC., REQUESTED THESE SUB-PARAGRAPHS REFTEL ARE COMBINED. AGAIN, IT MUST BE BORNE IN MIND THAT INFORMATION FROM SOVIET CO-SPONSORING ORGANIZATIONS IS NECESSARY BEFORE FIRING-UP SCHEDULE.

A) GARMENT MACHINERY S/ME - GARMET MACHINERY MIGHT OFFER A POSSIBILITY FOR A WORTHWHILE S/ME. PRINCIPAL PARTNERS HERE WOULD BE MINISTRY OF LIGHT INDUSTRY AND V/O TECHNOPROM-IMPORT AS WELL AS THE MINISTRY OF MARINE BUILDING FOR LIGHT AND FOOD INDUSTRY AND HOUSEHOLD APPLIANCES WHICH ACTUALLY BUILDS EQUIPMENT FOR SOVIET TEXTILE INDUSTRY. WE UNCLASSIFIED

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HAVE REQUESTED APPOINTMENT WITH MINISTRY OF LIGHT INDUSTRY THIS WEEK TO EXPLORE POSSIBILITIES IN THIS AREA AND WILL ADVISE OF RESULTS. WHILE SURGICAL/MEDICAL EQUIP. WOULD BE A GOOD FOLLOW-UP TO TASHKENT BDO, CONFLICT EXISTS WITH SPECIALIZED EXHIBIT IN TBILISI IN OCT. ON CARDIOLOGY. THEME FOR SURGICAL/MEDICAL WILL ALSO HAVE TO BE NARROWED CONSIDERABLY, PERHAPS BASED PARTLY ON RESPONSES GATHERED IN TASHKENT IN MARCH.

B) AUTOMATION OF ALUMINA PRODUCTION S/ME - MINISTRY OF NON-FERROUS METALLURGY SUGGESTED THIS THEME TO COMMERCIAL OFFICE DEC 27 AS CURRENT FYP INCLUDES FUNDS FOR LABOR- SAVING AUTOMATION OF EXISTING ALUMINA PRODUCTION FACILITIES. MINISTRY SUGGESTED THAT S/ME COULD BE BUILT AROUND APPLIED RESEARCH LABORATORIES (SUNLAND, CA), WHICH HAS ALREADY PROPOSED SINGLE-FIRM SEMINAR BUT MIGHT BE WILLING TO JOIN WITH NON-COMPETITIVE FIRMS TO PRESENT SPECTRUM OF EQUIPMENT AND TECHNOLOGY IN THIS AREA. ACCORDING TO MINISTRY OFFICIALS, EVENT COULD ALSO INTEREST PRODUCERS OF CEMENT, FERROUSMETALS AND CHEMICALS SINCE ANALOGOUS PROCESS IN THESE INDUSTRIES ALSO REQUIRE AUTOMATION. MINISTRIES WOULD THUS BE NON-FERROUS METALLURGY (PRINCIPAL, CONSTRUCTION MATERIALS INDUSTRY AND CHEMICAL INDUSTRY WITH FTOS METALLURGIMPORT (PRINCIPAL), TECHNOPROMIMPORT AND TEKHMAHIMPORT. WE WILL DEVELOP PRODUCT SUGGESTIONS IN CONSULTATION WITH MINISTRY AND APPLIED RESEARCH LABORATORIES.

C) PRINTING AND GRAPHIC ARTS S/ME - CHANGED FROM TSS TO S/ME SINCE MOSCOW IS JUDGED TO BE CENTER OF PRINTING INDUSTRY IN USSR. SKETCHY INFORMATION EXISTS ON POSSIBILITY OF P&GA SHOW DURING SUMMER OF '77 BUT WE HAVE NOT YET BEEN ABLE TO CONFIRM - APPLICABLE ORGANIZATIONS ARE STATE COMMITTEE FOR PUBLISHING HOUSES, PRINTING PLANTS AND BOOK TRADE AND FTO TECHNORPOMIMPORT. SURFACE MINING S/ME DROPPED SINCE MARKET IS ALREADY WELL DEVELOPED UNCLASSIFIED

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BY U.S. FIRMS AND FURTHER PROMOTION NOT NECESSARY AT THIS TIME.

D. LOGGING EQUIPMENT TSS - CHANGED TO TSS FOR MOSCOW AND LENINGRAD SINCE FORESTRY INDUSTRY CONCENTRATED, AMONG OTHER PLACES, IN NORTHWEST AREA. BDO ON WOOD/ PAPER PROPOSED REFTTEL (A) FOR FEB 78 A MYSTERY TO US SINCE CHAMBER NOT AWARE OF ANY EVENT SCHEDULED ON THIS THEME IN LENINGRAD. ALSO, SCHEDULING TWO EVENTS IN SAME INDUSTRY SO CLOSE TO EACH OTHER SEEMS COUNTERPRODUCTIVE.

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TIME FRAME MOVED BACK SINCE EXPERIENCE DURING "PLYWOOD/ VENEER 76" SHOWED BOTH MINISTRY AND FTO IN THIS AREA TO BE EXTREMELY DIFFICULT WORK WITH AND THUS ADDITIONAL TIME TO GATHER NECESSARY INFORMATION AND SUPPORT WILL PROBABLY BE REQUIRED. MINISTRY INVOLVED WOULD BE TIMBER AND WOOD PROCESSING AND FTO'S PROMMASHIMPORT AND TRAKTOROESKSPORT.

E) SURGICAL/MEDICAL EQUIPMENT S/ME (OR LIVESTOCK) -
SCHEDULING FOUR EVENTS IN ONE YEAR IN GENERAL FIELD OF
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AGRICULTURE MAY BE OVERDOING IT. WE WOULD THEREFORE PREFER TO INSERT SURGICAL/MEDICAL S/ME IN THIS SLOT. MINISTRIES ARE MEDICAL INDUSTRY AND HEALTH, AND FTO MED-EKSPORT. FOR LIVESTOCK, MINISTRY OF AGRICULTURE AND MINISTRY OF MACHINE BUILDING FOR ANIMAL HUSBANDRY AND FODDER PRODUCTION WOULD BE OUR KEY CONTACTS.

F) AIR POLLUTION S/ME - A SURE WINNER, IF PAST EXPERIENCE IS ANY GUIDE. OUR PRINCIPAL PARTNERS HERE ARE HYDROMET AND FTO MASHPRIBORINTORG (OFFICE #5). SINCE WE HAVE EXPERIENCE IN THIS AREA AND GOOD RELATIONS WITH HYDROMET, WE MAY WISH TO PRESENT A PHASE OR APPROACH TO POLLUTION CONTROL IN U.S. WHICH PERHAPS HAS BEEN GIVEN LESS EMPHASIS TO DATE. WE SHOULD HAVE PLENTY OF OPPORTUNITY TO PREPARE CAREFULLY FOR THIS EVENT AS A RESULT OF OUR CONTACTS WITH HYDROMET DURING RUN-UP FOR "CLEAN WATER 77."

G)S/ME, STANKI 11 - "IRRIGATION 76" WAS SO SUCCESSFUL (MOSCOW 7877) THAT WE WISH TO STAGE ANOTHER S/ME ON RELATED THEME FOR MINISTRY OF LAND RECLAMATION AND WATER RESOURCES IN CALENDAR YEAR 78. MINISTRY NOW PREPARING LIST OF THEMES AND PROMISES MEETING IN EARLY JAN TO PRESENT THEM. WE WILL PROVIDE CONCRETE RECOMMENDATIONS AFTE THAT SESSION. STANKI II IS FIRM.

H) GEO/MINERAL PROSPECTING S/ME OR TSS - HOLDING TSS IN NOVOSIBIRSK OR OTHER APPROPRIATE CITY POSES DIFFICULT LOGISTICAL PROBLEMS AND REQUIRES MUCH MORE PRELIMINARY WORK ON PART OF USCO THAN WOULD HOLDING ONE IN LENINGRAD OR KIEV WHERE WE CAN AVAIL OURSELVES OF SUPPORT FROM CONSULATES. THEME IS CERTAINLY ATTRACTIVE AND VIABLE, BUT ADDITIONAL COST IN TIME AND MONEY REQUIRED TO TAKE EVENT TO OUTLYING CITY MUST BE WEIGHED AGAINST ALTERNATIVE OF STAGING IT AS AN S/ME IN MOSCOW. RESULTS OF OUR EFFORTS IN TASHKENT AND IN LENINGRAD WITH CONTAINERIZATION WILL BE UNCLASSIFIED

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CRITICAL TO OUR FINAL JUDGMENT HERE.

I) FOOD PROCESSING SOLO - KIEV - AT FIRST GLANCE, THIS DOES NOT SEEM TO CONFLICT WITH ANY OTHER EVENTS IN USSR, BUT WE ARE NOW TRYING TO DETERMINE FROM CHAMBER IF IN FACT A CONFLICT DOES EXIST WITH MARCH-APRIL EXHIBIT "EQUIPMENT AND MACHINERY FOR FOOD INDUSTRY, TRADE AND PUBLIC CATERING ESTABLISHMENTS" OR WITH SEPT. - OCT. EXHIBIT "AGRICULTURAL MACHINERY, EQUIPMENT AND INSTRUMENTS." WILL ADVISE.

J) ARTIC OIL AND GAS S/ME, AGRI. MACHINERY SHOW -
ARTICL OIL AND GAS SHOULD CENTER ON EQUIPMENT FOR EXTRAC-
TION AND PRODUCTION RATHER THAN FOR EXPLORATION SINCE WE
WILL BE DEALING WITH MINISTRY OF GEOLOGY ON ANOTHER EVENT.
APPROPRIATE ORGANIZATIONS WOULD BE MINISTRIES OF GAS, INDUSTRY,
PETROLEUM INDUSTRY, AND CONSTRUCTION OF PETROLEUM
AND GAS INDUSTRY AND FTO MACHINOIMPORT. ENTERPRISES.
AGRICULAURAL MACHINERY SHOW IS FIRM FOR SEPT.-OCTOBER 1978.

--(V, VI) HOST COUNTRY COOPERATION WITH OTHER CEMA COUNTRIES
AND WESTERN COMPETITION IN CITED PRODUCTS : - GIVEN
SCOPE OF INFORMATION REQUESTED IN THESE SECTIONS OF REFTEL
AND DIFFICULTIES OF OBTAINING IT BECAUSE OF LACK OF RELIABLE
SOURCES AND TIME, WE ARE NOT ABLE TO RPROVIDE THESE DATE IN ANY
COMPREHENSIVE FORM. IN FACT, OBTAINING NECESSARY DATA ON BOTH
TOPICS AND SUBMITTING IT IN REQUESTED DETAIL WOULD AMOUNT TO OUR
UNDERTAKING MINI-MARKET STUDIES IN EACH PRODUCT CATEGORY. AS WAS
GENERALLY EMPHASIEZED BY PARTICIPANTS FROM EASTERN EUROPEAN POSTS
(AS WELL AS BY US) AT RECENT ECONOMIC/COMMERCIAL OFFICERS'
CONFERENCE IN GARMISCH, POSTS IN THIS PART OF WORLD ARE NOT
CAPABLE OF PERFORMING SUCH MARKET RESEARCH STUDIES -- LT LEAST
TO DETAILED EXTENT ENVISAGED IN REFTEL. WE WILL CONTINUE TO
PROVIDE ON-THE-SPOT ALERT MARKET REPORTING AS IT BECOMES
AVAILABLE TO US THROUGH
OUR CONTACTS IN SOVIET END-USERS MINISTRIES, FTOS AND WITH U.S.
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BUSINESSMEN.

4. SUCCESS OF VIDEO CATALOGUE EXHIBITIONS, WITHOUT BEING PART
OF LARGER EXHIBIT OR SEMINAR/MINI-EXHIBIT, ID SOUBTFUL. HELD
ON ITS OWN A VTR/CATALOGUE SHOW WOULD NOT, IN OUR VIEW, DRAW
A LARGE ENOUGH AUDIENCE OF SOVIET SPECIALISTS TO MAKE IT WORTH-
WHILE. VIDEO TAPES PREPARED FOR A SPECIFIC EVENT WOULD BE A
MORE VIABLE APPROACH AND WOULD BE WELCOMED.

5. USE OF U.S. SPECIALIZED TRADE MISSIONS: WE ARE NOT CLEAR
WHAT USDOC/BEWT HAS IN MIND HERE. IF TERM "SPECIALIZED TRADE
MISSIONS" IS MEANT TO INCLUDE INDUSTRY-ORGANIZED/GOVERNMENT
ASSISTED (IOGA) TRADE MISSIONS, WE WOULD HAVE NO PROBLEMS IN
ACCOMMODATING ONE OF THESE PER YEAR IN OUR OVERALL PLAN SO
LONG AS IT FITS IN WITH OUR S/ME SCHEDULE. WE WOULD, IN FACT,
EXPECT THAT ANY IOGA PLANNED FOR MOSCOW BE VERTICALLY (RATHER
THAN HORIZONTALLY) ORGANIZED AND CONDUCTED EXACTLY AS ANY OTHER
S/ME. FOROUR PART, WE WOULD MAKE NO DIFFERENTIATION BE-
TWEEN AN IOGA AND AN S/ME, UNLESS OTHER STOPS IN THE USSR WERE
ENVISIONED. IF AN IOGA IS SCHEDULED HOWEVER, IT WOULD HAVE
TO REPLACE AN S/ME ALREADY SCHEDULED. AS REGARDS POSSIBILITY
THAT EXECUTIVE LEVEL TRADE MISSION CONCEPT IS ALSO ENVISIONED UNDER
RUBRIC OF "SPECIALIZED TRADE MISSIONS," WE WOULD FIND VIRTUALLY NO
UTILITY IN ADDING SUCH AN EVENT TO OUR SCHEDULE. OUR PAST EX-
PERIENCE WITH EXECUTIVE LEVEL TRADE MISSIONS HAS NOT BEEN POSI-

TIVE, AND WE DO NOT RECOMMEND A REPEAT PERFORMANCE. IN ABSENCE FURTHER INFORMATION ON THIS TOPIC, WE WILL LIMIT OURSELVES TO PRELIMINARY JUDGMENT THAT IN VIEW RATHER FULL FY'78 TRADE PROMOTION PROGRAM ENVISAGED FOR USCO, ADDITIONAL FRILLS WILL NOT BE NEEDED NO MATTER WHAT FORM THEY TAKE.

6. FINALLY, WHILE WE WELCOME ADDITIONAL EVENTS (REFTEL C), WE WOULD MAKE NOTICE OF FACT THAT IN COMMITTING OURSELVES TO PRELIMINARY PROGRAM ABOVE, WE ARE INCREASING PLANNED LEVEL OF GROSS ACTIVITY IN TRADE PROMOTION SPHERE BY 30 PERCENT. BECAUSE OF PROJECTED UNCLASSIFIED

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(AND NECESSARY) LEAVE AND R&R PLANS FOR COMMERCIAL OFFICE PERSONNEL, AND LIKELIHOOD OF HOME LEAVE FOR ONE OFFICER, ABOVE SCHEDULE IF ADOPTED, WILL TAX USCO PERSONNEL RESOURCES TO LIMIT AND PUSH US BEYOND CURRENT HEAVY WORK SCHEDULE. HOWEVER, IN VIEW RECENT ASSIGNMENT OF BEWT/TPD OFFICER JAMES ROBB TO NEW POSITION ESTABLISHED TO PROVIDE FOCUSSED, BACK-UP SUPPORT FOR ALL TRADE EVENTS TO BE HELD IN USCO IN FUTURE, WE CONFIDENTLY EXPECT THAT INCREASED OPERATING EFFICIENCIES WHICH SHOULD RESULT WILL ENABLE US TO HANDLE EXPANDED PROGRAM. THIS WILL BE PARTICULARLY TRUE IF AS A RESULT OF ROBB ASSIGNMENT MORE OF THE RECRUITING BURDEN FOR THESE EVENTS CAN BE SHIFTED BACK TO WASHINGTON.

7. PLEASE ADVISE RE CONFIRMATION PROPOSED SCHEDULE FOR FIRST QUARTER FY'78 ASAP. COMMENTS WILL ALSO BE GRATEFULLY ACCEPTED. TOON

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